

**Jefferson County  
Position Description**

<b>Name:</b>	<b>Department:</b> Fair Park	
<b>Position Title:</b> Marketing Specialist	<b>Pay Grade:</b> 8	<b>FLSA:</b> Non-exempt
<b>Date:</b> April 2019	<b>Reports To:</b> Fair Park Director	

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**Purpose of Position**

Acts as marketing specialist for Fair Park Operations in the recruitment and attraction of sponsorships and fundraising opportunities for the annual County Fair and year-round events

**Essential Duties and Responsibilities**

**The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.**

- Solicits new sponsorships for events at the Fair Park to secure financial and in-kind gifts and sponsorships by creating and presenting proposals and sales of corporate picnics at the Fair.
- Engages prospective community and business members to promote the County Fair and other fair events.
- Maintains and updates the department's social media venues including Facebook, Twitter, and County website, as well as other marketing materials to include layout and design. Prepares monthly and yearly marketing materials such as monthly newsletters.
- Coordinates sales of vendor and display space by soliciting businesses, presenting proposals and designing layout of vendor space, executing contracts, and collecting and processing payments.
- Maintains responsibility for Fair Week Event Production Manager by fulfilling contract requirements for entertainers, vendors, sponsors, catering, hospitality, transportation, tickets, seating, and distribution.
- Manages reservations for concert seat sales and online ticket program management.
- Assists in the success of the County Fair by Coordinating the Fairest of the Fair Program. preparing premium books, entry forms and Awards Booklet, tabulates all entries, judging results and premium payments and entering into computer. Prints tags and prepares reports. Recommends the selection of fair exhibit/event judges and superintendents.
- Answers telephones and gives information to callers; takes messages or transfers calls to appropriate individuals. Greets the public, answers general questions, processes mail, and orders supplies.
- Creates, maintains, and enters information into databases. Uses computers for various applications, such as database management or word processing.
- Sets up and manages paper or electronic filing systems, recording information, updating paperwork, or maintaining documents, such as participant records, correspondence, or other material.
- Operates office equipment, such as fax machines, copiers, or phone systems, and arranges for repairs when equipment malfunctions.
- Complies with County HIPAA Policies and Procedures, if applicable.

- Adheres to and promotes safety as a priority in the workplace.
- Performs other duties as assigned or that may develop.

### **Additional Tasks and Responsibilities**

**While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.**

- None.

### **Minimum Training and Experience Required to Perform Essential Job Functions**

Associate's degree in Marketing or related field with two years related experience and/or training in fund-raising, sales or marketing, public relations skills experience and office and/or customer service experience; or an equivalent combination of education and experience.

### **Preferred Training and Experience Required to Perform Essential Job Functions**

Bachelor's degree in Marketing or related field plus two years of experience; or equivalent combination of education and experience. Knowledge of Fair and Agriculture highly preferred.

### **Other Requirements – Certificates/Licensures**

Valid driver's license.

### **Knowledge, Skills, Abilities**

- Ability to reliably and predictable carry out one's duties.
- Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.
- Ability to write routine reports and correspondence.
- Ability to speak effectively before groups of customers or employees of organization.
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
- Ability to deal with problems involving several concrete variables in standardized situations.
- Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
- Knowledge of County government organization and operation and interrelationships between governments and the community.
- Knowledge of accounting principles and practices, accounts payable, and payroll practices.
- Knowledge of laws, government regulations, and agency rules as they relate to government accounting and budgeting.
- Knowledge of principles and processes for providing customer service. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Knowledge of principles and processes for marketing, event planning, media and branding.

- Knowledge of administrative practices and procedures; business English, spelling, grammar; operation of office equipment; word processing, databases, scanning, presentation, and spreadsheet software.
- Skill in prioritizing workload, developing action plans and meeting deadlines.

### **Supervision**

None.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties and responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this position, the employee is regularly required to sit; use hands to finger, grasp, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk; climb or balance and stoop, kneel, crouch, or crawl. Lifting, moving, pushing or pulling up to 10 pounds does not generally occur, but may occur when lifting boxes, books or paper. Specific vision abilities required by this job include close vision, color vision, depth perception and ability to adjust focus, distance vision.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential duties and responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this position, the employee is not regularly exposed to adverse conditions. The noise level in the work environment is usually moderate.

Jefferson County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act as Amended, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

I have read and understand the duties of this job description and, by signing below; I agree that I can perform the duties of this position with or without reasonable accommodation.

Employee

Date

Supervisor

Date

Human Resources

Date